

		United States Environmental Protection Agency Washington, DC 20460		Work Assignment 01-28	
Work Assignment		<input checked="" type="checkbox"/> Original <input type="checkbox"/> Amendment Number:		Title of Work Assignment: Internal and External Communications Support for ORLD	
Contract Number EP-C-08-010		Contract Period 07/01/10 - 011/30/10 Option period 1			
Contractor The Scientific Consulting Group, Inc. (SCG)		Specify Section and Paragraph of Contract SOW 2.1, 2.2, 2.3, 2.4			
Purpose:		<input checked="" type="checkbox"/> Work Assignment Initiation <input type="checkbox"/> Work Assignment Close-Out <input type="checkbox"/> Work Assignment Amendment <input type="checkbox"/> Incremental Funding <input type="checkbox"/> Work Plan Approval		Periods of Performance From: 7/1/10 To: 11/30/10	
Comments:					
<input type="checkbox"/> Superfund Accounting and Appropriations Data <input checked="" type="checkbox"/> Non-Superfund					
DC	Budget Appropriation	Budget	Program	Object	Amount
(Max 5)	(FYE Code (Max 6))	Obj/Code	Element	Class	
1					
2					
3					
4					
5					
Authorized Work Assignment Ceiling					
Contract Period: 7/01/10 - 11/30/10		Cost/Fee		LOE	
Previously Approved					
This Action					
Total					
Work Plan / Cost Estimate Approvals					
Contractor WP Dated : Cost/Fee:		LOE:			
Cumulative Approved:		Cost/Fee:		LOE:	
Work Assignment COR Name <i>Ann Brown</i> (Signature)		Date 6/16/10		Branch/Mail Code: Phone Number Fax Number	
Project Officer Name <i>Verla Sutton-Busby</i> (Signature)		Date 6/16/10		Branch/Mail Code: ORD/ISS/8102R Phone Number (202) 564-6808 Fax Number (202) 565-2910	
Signature of WA COR Immediate Supervisor <i>CH Blackburn</i> (Signature)		Date 6/16/10		Branch/Mail Code : Phone Number FAX Number	
Contracting Official Name <i>Renita Tyus</i> (Signature)		Date 6/28/10		Branch/Mail Code CPOD Phone Number (513) 487-2144 Fax Number (513) 487-2109	
Contractor Acknowledgment of Receipt and Approval of Workplan (Signature and Title)				Date	

Work shall not begin on this work assignment until July 1, 2010.

PERFORMANCE WORK STATEMENT
Contract Number: EP-C-08-010
The Scientific Consulting Group, Inc. (SCG)
Work Assignment No. 01-28

ISSUING OFFICE: U.S. Environmental Protection Agency, Office of Research and Development (ORD), IOAA

TITLE Internal and External Communications Support for ORD

PERIOD OF PERFORMANCE: July 1, 2010 through November 30, 2010

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1. Background

The Office of Research and Development in EPA requires support in implementing its communications objectives to inform stakeholders of its research activities and results of science that can be used to address environmental decision making. Work to be performed and the products of these efforts will support ORD's strategic goals, helps ensure that ORD's research results are communicated widely and provide transparency in ORD's science. Most fundamentally, communicating the results and outcomes of ORD research supports a broad public understanding of the high quality science behind EPA's environmental policy decisions.

2. Purpose

The purpose of this performance work statement is to obtain communication support services for ORD. The work conducted will help ORD's Science Communication Team provide the products and services needed to communicate the nature and importance of EPA's scientific work in an effective and engaging manner.

3. Scope of Work

This performance work statement describes EPA's requirements regarding services to be rendered by the Contractor. Technical Directions will be issued by the EPA WA COR via e-mail when products are needed.

3. Task Descriptions

Task 1: The Contractor shall prepare a work plan and cost proposal for the work assignment. The work plan shall include a detailed technical and staffing plan and a detailed cost estimate.

Task 2: The Contractor shall develop, write, produce, and edit communication products and materials, such as, but not limited to, fact sheets, feature stories, newsletters, articles, brochures, content for Web sites, exhibition materials, reports, podcasts, and web-based videos. These materials shall be prepared for a broad, non-technical audience. The Contractor shall produce:

- Two fact sheets a month (800 words each)
- Four newsletter articles (500-600 words each) every two months.
- One science feature (500-600 words) a month
- Brochure copy for two brochures
- Research accomplishment report copy revisions and editing
- Web copy development and editing for Biofuels Research
- Monthly Web copy updates consisting of 1,000 words or less.
- Other product assignments will be given on an as-needed basis.

Task 3: The Contractor shall use a journalistic writing style for all communications products so that text is understandable to an informed lay audience. Associated Press (AP) stylebook shall be used to guide writing style. Development of these materials shall require conducting interviews with technical staff to obtain information about a topic, obtaining background information on a topic, and translating the information into lay language for the general public.

Task 4: The Contractor shall develop social media products including podcasts and videos for use on the Web. These materials shall be prepared on an as-needed basis for a broad, non-technical audience.

Task 5: The Contractor shall provide proofreading services that include but are not limited to reviewing copy for grammar, spelling and punctuation, sentence and paragraph progress, style and organizational structure for written products which include fact sheets, science features,

research strategies, technical reports and other documents.

Task 6: The Contractor shall provide logistical and technical support for the planning and conducting of communications workshop for EPA staff and other meetings. The Contractor shall provide support for an upcoming Communications workshop tentatively scheduled for 2011.

4. Deliverables and Project Schedule

Work plan due within 15 calendar days after receipt of work assignment

The schedule for deliverables associated with this performance work statement shall be determined via technical direction from the EPA WA COR at the time each product is requested.

5. Deliverable Acceptance Criteria

The criteria will depend on the type of deliverable, e.g., a report, a journal article, a data analysis, etc. For example, the report contains, at a minimum, for the following items: or the draft briefing is well organized, contains the appropriate content (as specified in the PWS), and is clear and easily readable in its presentation.

6. Management Controls

Periodic meetings between the EPA and contractor work assignment managers are encouraged to discuss any questions that may arise during performance or completion of this work assignment. At the EPA WA COR's discretion, these meetings may occur via teleconference or video conferences. The contractor shall document these meetings and submit copies of this correspondence to the EPA WA COR.

The EPA WA COR may identify one or more EPA technical representatives for this work assignment. Interaction between the contractor and any EPA technical representative(s) designated by the EPA WA COR is solely for the purpose of presenting and discussing the information, analyses, results, or presentations related to this work assignment. The interaction will be technical communication vice technical direction. Per the technical direction clause EPAAR 1552.237-71 of the contract, the EPA PO COR and the EPA WA COR or alternate EPA WA COR are the only representatives of the CO authorized to provide technical direction.